



**Growing Forward 2**  
A federal-provincial-territorial initiative

# Market Development Preparedness Program

## Primary Market Research: Prequalified Consultants

## AC Nielsen Company of Canada

Nielsen is a global research company that provides a comprehensive understanding of what consumers Watch and Buy. Nielsen Buy segment offers consumer packaged goods manufacturers and retailers the industry's only global view of retail performance measurement. The Watch segment provides media and advertising clients with Total Audience measurement services across all devices where content—video, audio and text—is consumed. By integrating information from its Watch and Buy segments and other data sources, Nielsen provides its clients with both world-class measurement as well as analytics that help improve performance. Nielsen, an S&P 500 company, has operations in over 100 countries that cover more than 90% of the world's population.

In Canada, Nielsen has been in operation since 1944. Although Nielsen is a global company, we have a strong presence within British Columbia. Our Vancouver office has been conducting research and providing services to Western clients for more than 40 years. Our customers benefit from the acknowledged reputation of The Nielsen Company for delivering accurate, timely and completely impartial, quantitative measurements and qualitative assessments of market conditions. Our list of clients includes most manufacturers, retailers, wholesalers, industry associations and provincial/federal government agencies.

Our capabilities include retail tracking (Point of Sale measurement, both Canadian and global), consumer panel, promotion and media effectiveness, packaging and concept testing, survey, qualitative focus groups, media measurement, etc. We believe by integrating information from various perspectives, it provides a complete picture for our clients to make better informed decisions.

Our mission is to provide more than just research; rather, we strive to serve as a full partner with our clients, offering research-driven strategic advice and solutions.

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## **Business Advisory Team Inc.**

Business Advisory Team Inc. offer business planning, market research and market development strategies exclusively for Farm|Food|Drink businesses and organizations. Though we operate as two distinct teams, we work hand in hand with our sister advertising agency, Left Field Marketing, to efficiently grow our clients' businesses.

Our Social Purpose is to help grow local food systems by enabling business viability through market readiness.

The Business Advisory Team Inc. is an authorized provider for:

- Strategic Market Development Planning services for the Ministry of Agriculture
- Market Research Services within the Market Development Preparedness Program for the Ministry of Agriculture
- BC Farm Business Advisory Services for the Ministry of Agriculture
- Agri-Food Business Planning Program for the Ministry of Agriculture

We have worked with hundreds of Farm|Food|Drink businesses, from start-up, to growth/expansion, to exit. We work hand in hand with provincial and national associations and organizations that support the growth of small scale farm/food companies. We have over three decades of experience in market development and research. Through all of our practical experience and industry/expert relationships, which have focussed on enabling viability and success for our clients, we have developed into a very distinct operation that allows us to offer insightful, creative and practical support to farm/food/drink businesses.

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## EcoTactix

Established in 1998, EcoTactix specializes in market research and competitive intelligence solutions for corporate clients (both small businesses to Fortune 500 alike), governments, First Nations and not-for-profit organizations. We have delivered agriculture sector market research projects across British Columbia, Canada and the United States, as well as in foreign markets in Europe, Asia and South America. Our successful completion of these projects gives our clients the market intelligence they need to make informed, confident business decisions.

Our agriculture and food industry expertise is delivered by professionals with over 25 years each of market research and competitive intelligence experience. Our expertise is reflected in our internationally-published book, *Competitive Intelligence: Create an Intelligent Organization and Compete to Win* (Kogan Page, UK, 2000) as well as our successful work in over 25 industries and 35 markets worldwide. Our British Columbia clients connect with us through EcoTactix and its dedicated food industry arm, PureFood BC.

EcoTactix is also a Qualified Supplier of Business Analysis Services for British Columbia's Ministry of International Trade. Whether you need credible, evidence-based insights into a new market or a feasibility analysis for a new agricultural venture, EcoTactix has the expertise to bring your project from start to success. Client satisfaction is our highest priority and you will always have a senior business professional working on your project.

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## **Euromonitor International**

Established in 1972, Euromonitor International is an independent, privately owned research organization with over 1,000 research analysts stationed in 80 countries. We publish original market research on consumer-facing food products and B2B food supply-chains globally. We serve over 5,000 active clients who rely on our research and consulting services to guide their market development activities. Our clients include government agricultural departments, agricultural trade associations, 90% of the Fortune 500, and thousands of small and medium size food producers- growers, ingredient providers, food processors, etc.

As both a creator of agri-food research and a consultant, Euromonitor International supports clients by providing off-the-shelf solutions (proprietary research) and tailored in-country research. Euromonitor's dual role means we can deliver tailored research at a scale unmatched by firms lacking an established global footprint.

Euromonitor has completed over 8,000 consulting projects across 190+ markets. Services include:

- Country Identification: Identify and prioritize leading opportunities
- Targeted Market Entry Strategies: Detail local market dynamics and recommend market entry strategy
- Identifying Buyers of Exports: Find "best fit" buyers
- Meeting Solutions: Organize vetted buyer-matchmaking events
- Marketing Communications: Boost brand awareness and profile

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## Ference & Company

Ference & Company (previously known as Ference Weicker & Company Ltd.) is the largest food and agricultural consulting firm in British Columbia. We have 35 years of experience undertaking studies of all facets of the food and agriculture industry including domestic and international market research of fruit, vegetable, meat, grain, and other agricultural products; feasibility studies of slaughtering plants and food packing plants; transportation and distribution studies; analysis of greenhouse production costs; evaluations of government agriculture policies and programs; and assessments of the agricultural potential of specific geographical regions. Since the inception of the firm in 1979, the company has conducted over 200 studies of almost every aspect of the agriculture and food industry in B.C.

In the 1980's, Ference & Company had a Standing Offer with the BC Ministry of Agriculture for 8 years to undertake reviews of applications for financial assistance (i.e. grants and loans) submitted by BC agriculture processors, wholesalers and packaging plants under the Canada-BC Agricultural and Rural Development Subsidiary Agreement (ARDSA) and the BC Ministry of Agriculture in-house financial assistance program. During a period of about eight years (i.e. 1980 to 1988), we conducted over 50 assignments of the BC Ministry of Agriculture to review the application for financial assistance and supporting documentation (i.e. business plan) provided. For each assignment, we first conducted a detailed review of the marketing plan prepared by the company. We then conducted detailed market research to determine the market potential of the proposed agricultural products to be produced by the applicant and based on this market research, determined whether the revenues projections contained in the business plan of the applicant were realistic. We then prepared a recommendation to the BC Ministry of Agriculture regarding whether or not the business plan prepared by the applicant was likely to be achieved. As a result of the Standing Offer, we conducted market research of all facets of the food and agriculture industry in BC.

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## Globalwise Inc.

Globalwise Inc. conducts research and analysis services in the disciplines of economics and marketing. As a small firm, we quickly adapt to our clients' needs and we make a large commitment to our clients. Companies, law firms, trade associations and government retain our services. We deliver by customizing our work products to client needs, maintaining close communications and delivering promised products within budget and timelines. Bruce Prenguber is the principal of Globalwise. He has devoted nearly his entire 40 year career to research and analysis in the food and agricultural industries. Much of his emphasis is on U.S. and international food and agricultural product market research. From being raised on a farm to work with leading U.S. and Canadian food suppliers and agri-businesses, Bruce has a wide range of knowledge to assist companies that are expanding their product markets. Bruce also served as an executive for an international trade association for value-added food producers for over 20 years. Globalwise services include: initial market reconnaissance, pricing and competitive analysis, wholesale/distributor evaluations and introductions, and more.

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## Grounded Strategies Inc.

Grounded Strategies is a B.C. based services firm that works with food and natural health product entrepreneurs to establish and grow their markets. We offer strategic consulting, training and market intelligence to help companies prepare for market or business growth. Grounded Strategies also works with organizations that have identified food production as a priority towards a sustainable food supply, economic development and/or job creation. With collectively over 60 years' experience in virtually every aspect of the food and natural health products' industry, along with 15 years' experience in online marketing, Grounded Strategies' core team has extensive industry knowledge and connections. We draw on a long list of industry experts for additional expertise on an as needed basis.

Capitalizing on our in-house expertise and external network, Grounded Strategies has delivered domestic and international market intelligence to over 700 participants in communities throughout British Columbia in the past three years.

We believe that each research project is unique. The first step is for us to get to know your company, your needs, and the direction you are going. All of our projects include setting agreed upon targets and working together to achieve your objectives, within your budget. Grounded Strategies' goal is to help you plan feasible wins and achieve a return on your investment.

Grounded Strategies is a pre-qualified contractor for both the Primary Market Research and the Strategic Market Development Planning streams of the B.C. Agrifood and Seafood Market Development Preparedness Program.

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## MNP LLP

MNP is the fastest growing major accountancy and business consulting firm in Canada, with more than 70 locations and 3,000 team members across the country. In BC, MNP is the third largest accountancy and business advisory firm, with more than 700 team members located in 17 communities across the province.

Market research studies for agriculture, food and beverage businesses are carried out by our Economics and Research practice, which has a team of dedicated industry specialists that have a successful track record of conducting market and competitive intelligence studies, market opportunity analyses, and feasibility studies.

The strengths of our team include:

- Conducting market research to identify and evaluate domestic or international market opportunities. Our team has carried out many market research studies that involved the analysis of statistics, consumer and retail trends, competitors and other market information.
- Conducting primary and secondary research. We have carried out many assignments that have involved consultations, focus groups, interviews and surveys.
- Preparing market research reports. We have prepared reports summarizing market research findings and identifying market opportunities and action plans for clients in the agriculture, food and beverage industries.
- In-depth understanding of BC's agriculture, food and beverage industries. Our team has many years of experience in advising Canadian agriculture and food and beverage businesses, associations and governments on how to reach their goals. We have familiarity with the industries' constraints, trends and challenges, and have provided services to many businesses and industry associations.

These qualifications in the agriculture food and beverage space, in combination with specialized expertise in research and market analysis, enable our team to effectively and efficiently complete assignments to fulfill our clients' needs.

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## Toma & Bouma Management Consultants

Darrell Toma, MSc, PAg (Dist.), CMC, partner with Toma & Bouma Management Consultants, Edmonton, has over 35 years of experience in management consulting, business planning, economics, marketing and strategy development. He has consulted on over 650 projects to public and private clients in Canada and 8 other countries. He has prior experience with Deloitte & Touche, Edmonton (13 years). He is a Professional Agrologist, a Certified Management Consultant, and is involved in a number of professional associations. In 1997 he was awarded the "Distinguished Agrologist" Award from the AIA for outstanding service to the Canadian industry. He was awarded the Queen's Golden Jubilee Medal in 2002 and Alberta Centennial Medal in 2005.

He has experience in agri-food, management, economics, governance and boards, and marketing/ international trade matters. He has worked in farm management, strategic planning, marketing plans, product reviews and market opportunities. He has experience in beef, pork, poultry, grains, oilseeds, greenhouses, functional foods, food processing and technology products in best practices, marketing, market analysis and plans for growth. He has helped raise over \$125m for clients.

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